

Dear TAC

We are requesting a new publication be added to our Consumer Advertising application. The deadline for finished art for this new opportunity is this Friday. I apologize for the requested quick turn around. Thank you for your consideration.

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**John Brewer** CAE, President & CEO

Billings Chamber of Commerce/Convention & Visitors Bureau

Phone: 406-869-3720; [www.BillingsChamber.com](http://www.BillingsChamber.com) or [www.VisitBillings.com](http://www.VisitBillings.com) for visitor information

Organization Name Custer Country, Montana

Project Name Consumer Advertising

Application Completed by John Brewer

Approval Requested

X Final

       Preliminary

***Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.***

The TAC approved our attendance at the Las Vegas Cowboy Christmas Event. We have been on a wait list and were just notified this morning that there is an opening. Due to this late notice we have missed the deadline to buy an ad in the show sponsored publication ("American Cowboy") before the show begins. Custer Country would like to purchase an ad in the on-site show program. The cost for a full page, full color ad is \$2,650. 25,000 will be distributed on site at the event to encourage booth attendance. The publication is produced by "Las Vegas Events." The deadline for submission of art is this Friday (October 29).

Budget: the \$2,650 for placement will be taken from the previously approved "Marketing/Advertising" line item under "Consumer Advertising. We are simply requesting a new publication be funded that was not on the approved list in our first application. .

Design or "Professional Services" will simply be deducted from the previously approved \$20,000 for "Professional Services" under Consumer Advertising.

### ***Objectives***

***Include the objectives from the narrative portion of your marketing plan that support this project.***

Complete rationale is delineated in the marketing plan

- Increase booth attendance

***Refer to the portions of your marketing plan, which support this project.***

All consumer advertising projects will support the goals within the marketing plan.

- Use Custer Country's most well known historical assets to draw people to the region. These assets are:
  - Little Bighorn Battlefield National Monument
  - Pompeys Pillar National Monument
  - Bighorn Canyon National Recreation Area
  - Cowboy/Pioneer history
  - Native American culture and history
  - Prehistoric sites (Dinosaurs)
- Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
- Increase visitation to Custer Country among resident, domestic, and international travelers. This should include:
  - Encourage visitation and longer stays by leisure travelers.
- Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

***How does this project support the Strategic Plan?***

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**
  - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
    - i. 1.1.b: Continue with winter marketing
  - 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.
    - i. 1.2.a: Amplify targeted sales and marketing to attract groups, meetings, and conferences.
  - 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
    - i. 1.3.b: Implement the new Montana tourism brand
- **Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**
  - 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors
    - i. 4.1.e: Plan and promote commemorations of historic events in Montana

**Detail pages attached    Yes X    No \_\_\_\_**

		Custer Country Consumer Advertising			
		State Tourism Funds		Other Funds	Total
PROFESSIONALSERVICES:		Will utilize part of the pre-approved budget for design in this category (total approved by TAC is \$20,000)			
Ad production, creative, copy writing, photos, misc. agency services	\$1,000	+		\$0	= \$1,000
TOTAL		\$1,000		\$0	\$1,000
MARKETING/ADVERTISING:					
Cowboy Christmas Show Program Ad	\$2,650	+		\$0	= \$2,650
TOTAL		\$2,650		\$0	\$2,650
REGION/CVB PROJECT TOTAL		\$3,650	+	\$0	\$3,650

**REQUIRED SPECS FOR PROJECTS**

**PRINT ADVERTISING**

Cowboy Christmas Show Program produced by Las Vegas Events